

# Feast!

## 2022 LOCAL FOODS TRADESHOW REPORT • APRIL 2022

The March 17, 2022 FEAST! Local Foods Tradeshow differed from previous FEAST! Tradeshows that were held in the fall alongside the annual festival. We shifted to provide a more intimate B2B format at a more convenient time and location for wholesale buyers.

Exhibitors expressed increased satisfaction with the buyer-to-exhibitor ratio, a key goal. Surveys showed appreciation for the schedule, shorter expo duration, and new Cannon Falls venue. Areas for improvement include increasing buyer attendance, allowing more time for networking, and decreasing the total duration of the event.

### VENDORS

34 farms & food businesses  
24 returning; 10 new

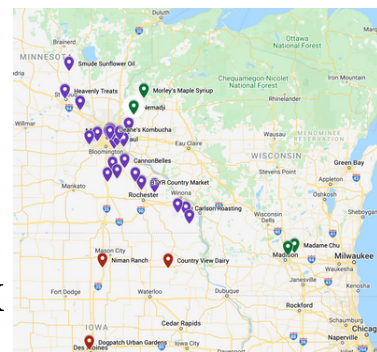
MN  
27

WI  
4

IA  
3

# of wholesale  
accts: mean = 35  
(range 0 - 150)

Sales to wholesale  
accts: mean = 130K  
(range 1K - 575K)



*I had the chance to  
meet and get in front of  
buyers that I wouldn't  
otherwise meet.*

Avg # of buyer contacts made: 6 (range 1-25)  
#1 priority is sales leads; #2 is networking

### BUYERS

44 registered; 34 attended from 19 companies

36%: first time attending a FEAST! event

82%: increasing local food offerings in store

45%: interested in attending the fall festival

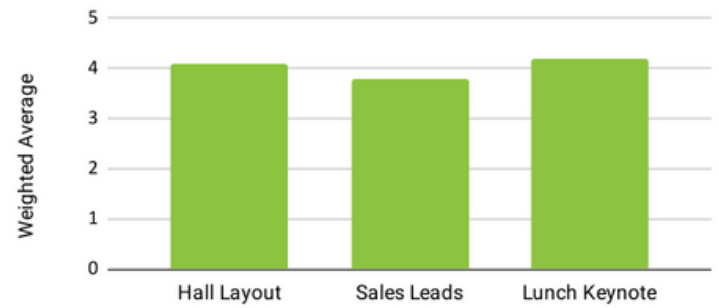
*It was so nice to put names  
to faces and make  
meaningful connections.*

55% made a purchase arrangement that day;  
the remaining 45% are considering purchases



## Ratings for Tradeshow Components

Scale = 1 (poor) - 5 (excellent)



Surveys from 22 exhibitors rated the components shown above; fewer responses were received for the afternoon sessions but all were rated over 4, with the entrepreneur panel the highest at 4.7.

Great time frame, excellent location. The set up had a really good flow. It was easy to talk with potential buyers without feeling overly cramped by space. The format was good, however there were a number of vendors who left after lunch [and missed the afternoon sessions].

2022 Tradeshow Vendor



## Budget: '21 Festival + '22 Tradeshow

### Income:

Sponsorship: SMIF	25,000
Sponsorship: State of Minnesota	25,000
Sponsorship: Other	13,250

Fees and Ticket Sales:	Festival	Tradeshow	Total
Registrations	8,650	5,625	14,275
Festival Ticket sales	1,824	0	1,824
Online marketplace fees	258	0	258
<b>Total Income</b>			<b>79,607</b>

Expenses:	Festival	Tradeshow	Total
Coordination/Staffing			57,000
Marketing	3,695	1,050	4,745
Facility Rental & Expenses	10,729	1,809	12,538
Other Expenses	1,147	2,136	3,283
<b>TOTAL EXPENSES</b>	<b>15,571</b>	<b>4,995</b>	<b>77,566</b>
<b>Income Less Expenses</b>			<b>2,041</b>